

Everyone's talking data - are you?

2021



Hi ,

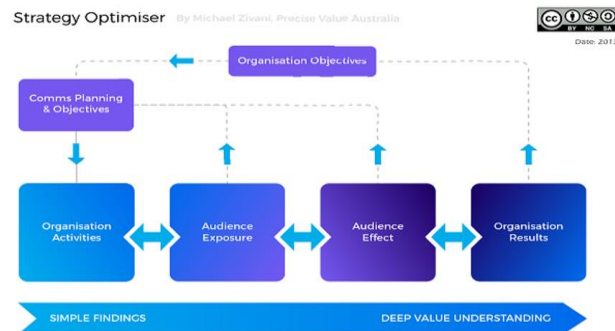
As we head towards EOFY, we're finding insight and understanding of consumer mindset has become a key priority for our clients in a new economic climate. Working closely with them, we've implemented specific research programs that provided this insight and resulted in the identification of new business opportunities.

Integrated Marketing Strategies

To highlight the value of communications in identifying new business opportunities we developed and architected the Four Pillars Strategy Optimiser shown here.

The loop-back arrows show how agility can be created for existing planning and strategy.

This informs how resources are converted into results.



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The Optimiser works by linking stimulus to response, highlighting the fluctuation in metrics which, once identified, guide the formulation of good marketing strategies and messages that matter. It's the analysis and interpretation of relevant metrics that identifies exactly where new business opportunities lie and traction is being gained.

This practical evaluation method was designed by us to demonstrate both the value of communications and the effectiveness of integrated marketing strategies. It is now gaining adoption internationally as a value-creating method. Working with the model allows real-time communication message refinement, leading to the faster delivery of organisational goals and business success.

Market Segmentation | Multi-Site Destination

Designed to give maximum insight and value to organisations, market segmentation studies enable the understanding of specific consumer profiles through the development of robust audience personas. This provides the opportunity to refine and shape communication messages that unlock specific responses and business opportunities.

The cluster analysis of survey responses identifies the motivations for audience engagement with a particular activity, service or product. In the case of a large multi-site destination for example, it provided an opportunity to develop marketing programs and events that would appeal to each of their audience segments, resulting in increased visitor traffic and event sales.

Segmentation enables the key motivations and barriers to be identified and understood. This feeds the development of innovative and effective marketing strategies that reach a targeted audience by aligning campaign messaging to specific insights, resulting in improved and increased sales of a product or service.

Brand Health | Major Charity

We have found brand health has never been more important to our clients as they navigate out of COVID19 to regenerate business growth.

Evaluating brand health delivers an understanding of what drives customer engagement and behaviour in relation to your product or service. Those drivers help prioritise where to focus effort to best effect.

The benefit of this insight allows organisations to be more efficient with their marketing communications - to essentially deliver more with less. A major charity, for example, has been able to use brand health tracking to significantly improve its fundraising for critical programs by improving effectiveness and efficiency at a greatly increased pace.

Innovation, cutting edge research and analytics techniques are the tools utilised to measure current perceptions of a target audience. By aligning organisational and communications strategies, tactical and integrated programs can be developed that focus on powerful communication messages which successfully move the needle to boost brand value and giving.

Volunteering | Outback Links

Two people from our team recently volunteered a week of their time helping [alongside the NRMA](#) with bushfire recovery in the far south of NSW. Farmers there only recently had their electricity restored and are still a long way from returning to normal life.

We look forward to hearing from you and understanding any challenges or questions that we may be able to help you with - either over coffee, phone or video conference.

Best regards,

Michael & team

Media | Video - [In Trust We Grow](#) | Interview - [Data Drives Growth](#) | Opinion - [Your Organisation's DNA](#)

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The Boatshed, 14 William Street, Henley, Sydney NSW 2111

Aurora, L3, 147 Pirie Street, Adelaide SA 5000

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